

(PART-B : Descriptive)

Time : 2 hrs. 40 min.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. Discuss the essentials of a questionnaire. Design a questionnaire to study the impulse buying behavior of consumers in a grocery store. 10
2. Briefly describe the different steps involved in a research process. 10
3. What is the meaning of measurement in research? What difference does it make whether we measure in terms of a nominal, ordinal, interval or ratio scale? Explain giving examples. 2+8=10
4. What is Primary & Secondary data? Explain different methods for primary and secondary data collection. 5+5=10
5. What are the types of research? What is the significance of research in social and business sciences? 4+6=10
6. Briefly describe the different types of sampling techniques with examples. 10
7. Two research workers classified some people in income groups on the basis of sampling studies. 10

Their results are as follows:

Investigators	Income groups			Total
	poor	Middle	rich	
A	160	30	10	200
B	140	120	40	300
Total	300	150	50	500

Show that the sampling technique of at least one research worker is defective. (Given, The table value of chi - square for eight degrees of freedom at 5 per cent level of significance is 15.507)

8. What are the different types of research design? 5+5=10
 The following are the number of departmental stores in 15 cities: 35, 17, 10, 32, 70, 28, 26, 19, 26, 66, 37, 44, 33, 29, & 28.
 If we want to select a sample of 10 stores, using cities as clusters and selecting within clusters proportional to size, how many stores from each city should be chosen? (use a starting point of 10)

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**MASTER of BUSINESS ADMINISTRATION
SECOND SEMESTER
BUSINESS RESEARCH METHODS
MBA – 204**

(Use Separate Answer Scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. Research methodology is a way to,
 - a. Analyze the data required for research.
 - b. Solve the research problem systematically.
 - c. Utilize the data to solve a problem.
 - d. None of the above.
2. Determining the sample interval (represented by k), randomly selecting a number between 1 and k, and including each kth element in your sample are the steps for which form of sampling?
 - a. Simple Random Sampling
 - b. Stratified Random Sampling
 - c. Systematic Sampling
 - d. Cluster sampling
3. When numbers are just assigned to phenomena without discrimination, it is a
 - a. Ordinal Scale
 - b. Nominal Scale
 - c. Ratio Scale
 - d. Interval Scale
4. When constructing a questionnaire, there are 15 principles to which you should adhere. Which of the following is not one of those principles?
 - a. Do not use "leading" or "loaded" questions
 - b. Avoid double-barreled questions
 - c. Avoid double negatives
 - d. Avoid using multiple items to measure a single construct
5. When each member of a population has an equally likely chance of being selected, this is called:
 - a. Cluster Sampling
 - b. Simple Random Sampling
 - c. Systematic Sampling
 - d. Stratified Sampling
6. Which of the following is undesirable in a questionnaire?
 - a. Asking for unnecessary information that lengthens the questionnaire
 - b. Avoiding ambiguity in questions
 - c. Simplest possible wording and suitable vocabulary
 - d. Avoiding questions which the subjects will not answer or will not answer truthfully.
7. What are the types of data according to nature?
 - a. Qualitative
 - b. Quantitative
 - c. Both of them
 - d. None of these.

8. What determines whether a researcher should use .05 or .01 level of significance for testing the hypothesis?
- How important are the findings
 - How much risk is involved in incorrect finding
 - How much precision is required
 - All of these.
9. What determines the choice of statistical test to be used in the analysis of the data of the quantitative research?
- The power of test
 - Kind of sampling used
 - Nature of population
 - All of these.
10. Which of the following statements is most correct about the difference between Applied and Action Research?
- While applied research adds to an organized body of scientific knowledge, action research does not do that
 - While the findings of applied research have practical implications for educational practices, action research is not concerned with that
 - While applied research and action research both are undertaken to solve immediate practical problems, in action research the researcher is the same person as the practitioner who will use the findings of the research
 - The difference between them is that of nomenclature only; otherwise they are the same.
11. Secondary data can almost always be obtained more quickly and at a lower cost than ---- data.
- Tertiary
 - Collective
 - Primary
 - Research
12. The main concept behind doing research is to
- Define clear objectives
 - study and explore knowledge
 - get new ideas
 - Start with a predefined and clear-cut objectives
13. The Research Process has certain characteristics. One of the statements below are not part of these characteristics
- Controlled & Systematic
 - Qualitative & Quantitative
 - Critical & Empirical
 - Rigorous & valid
14. A review of the literature prior to formulating research questions allows the researcher to do which of the following
- To become familiar with prior research on the phenomenon of interest
 - To identify potential methodological problems in the research area
 - To develop a list of pertinent problems relative to the phenomenon of interest
 - All of the above

15. The chapter that details the way in which the research was conducted is the _____ chapter.
- Introduction
 - Literature review
 - Research methodology
 - Data analysis
16. Business research has an inherent value to the extent that it helps management make better decisions. Interesting information about consumers, employees, or competitors might be pleasant to have, but its value is limited if the information cannot be applied to a critical decision.
- True
 - False
17. Regarding a good research the following are correct, except
- Purpose clearly defined
 - Research process detailed
 - Research design thoroughly planned
 - Findings presented ambiguously
18. Every research proposal, regardless of length should include two basic sections. They are:
- Research question and research methodology
 - Research method and schedule
 - Research proposal and bibliography
 - Research question and bibliography
19. Classification is an operation carried in the analysis of data step of the research process, in involve
- Arranging data in groups on the basis of common characteristics.
 - Examining the collected raw data to detect errors and correct them.
 - Summarizing raw data and displaying them in compact form for further analysis.
 - All the above
20. In tabulation is considered essential in analyzing data research step because
- It facilitates comparison, conserves space and provides basis for statistical computations.
 - It arranges data in rows and columns for further editing
 - It uses manifold or intervals which are much easier to work with.
 - all the above